

Eastern States Radio Corporation

34 AMITY STREET • AMHERST, MASSACHUSETTS
545 FIFTH AVENUE • NEW YORK 17, NEW YORK

December 10th, 1950

Station Manager
Campus Radio Station
Smith College
Northampton, Massachusetts

Dear Station Manager:

We are investigating the feasibility of offering a new service to college radio stations throughout the country - a means of bringing you up-to-the-minute world and national news through teletype from a major news service, at no cost to you. Our plan is to arrange for the installation and maintenance of a news printer in your station to enable you to receive the same news releases in your studios as are received in commercial stations, thus making it possible for you to be as fully advised of last minute developments as any of your commercial competitors in the broadcast field. From 3 p.m. to 2 a.m. you will get continuous news service on all subjects - international, national, and local - from politics to sports, from fashions to weather. In short, a complete, comprehensive coverage of all that's interesting, received in your own studios as promptly as it is received in the news rooms of the largest stations - and it costs you nothing, regardless of the number of newscasts or other programs you carry which utilize this service. All we ask in return for furnishing the printer is that your station carry two fifteen-minute evening newscasts - one between six and nine, the other between ten and one - during which your announcer reads commercial copy sent to you by us.

If you are interested in this service, please write and tell us so. If sufficient favorable response to this offer is received, the plan will be put in trial operation in March, 1951. On a permanent year-by-year basis, your station will be asked to sign a one-year contract, guaranteeing to broadcast sponsored news programs on one hundred forty-four specified days each school year, which will not conflict with holidays observed by the administration of your college.

Incidentally, if you are interested in national spot announcement representation in New York, send along information as to time availabilities, rates, and information as to the number of listeners campus surveys credit to your station. We will respond promptly with information as to how your rates compare with the rates of other stations, and whether the times you have open are in demand with sponsors. Be sure to mention any products which are unacceptable to your station for advertising.

Yours sincerely,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
Sales Manager

RV:tts

COLLEGE RADIO ADVERTISING REPRESENTATIVES

Eastman Kodak Radio Corporation

150 WEST 42ND STREET - NEW YORK 36, N.Y.
NEW YORK 36, N.Y.

Robert H. Kline, Jr.

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